

# JUSTIN HILLIARD

## Product Manager | Platform Operations & Accounts

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### EXPERIENCE

#### **PRIZEPICKS** | Remote | Aug 2024 - Sep 2026

*Owned product strategy and delivery as scope expanded from internal platform foundations to scalable operating systems and member-facing account experiences.*

#### **Product Manager II, Accounts** | Jun 2026 - Sep 2026

- Defined the Accounts strategy across member experience and backend systems, organizing the roadmap around Manage, Protect, and Recover to protect members and the business, minimize friction for trusted users, and make recovery seamless when things go wrong. Led initial priorities including MFA enrollment and account recovery.
- Launched self-service account-takeover reactivation with notification, verification, and a fallback path to improve a 9% historical return rate toward a 50% target, representing approximately \$13M in modeled opportunity.
- Led development of the end-to-end fulfillment experience supporting Rips, a high-priority expansion into physical cards. Defined the member journey from card selection through shipment, including fraud gating, address capture, and third-party fulfillment; deferred broader address management to protect first-release scope.

#### **Product Manager I, Platform Operations** | May 2025 - Jun 2026

*Built scalable operating systems to preserve speed and quality without scaling manual operations linearly, spanning four pillars: Operational Enablement, Settlements, AI Support, and Fraud.*

- Modeled an eight-figure commercial opportunity through analysis of payout latency and repeat lineups across five major sports, establishing Settlements as a core Platform Operations pillar. Led the roadmap and product changes that cut average game-end-to-payout time 37%, raised auto-settlement 17.3 percentage points to 88.3%, and reduced resettlements 15%.
- Reduced manual scoring finalizations 40%+ by moving repeated projection-level work to shared player, statistic, and game outcomes.
- Owned the AI support roadmap, prioritizing member context and actions by conversation volume and CSAT with Customer Service. Automation reached 52% of inbound conversations; CSAT improved 19 points over the same period.
- Built the fraud service to shorten the path from risk signal to action, consolidating fragmented data into a shared investigation surface and enabling automated enforcement for high-confidence cases.

#### **Associate Product Manager, Platform** | Aug 2024 - May 2025

- Led product strategy, roadmap, and development for HQ, the company's back-office operating layer spanning 10+ surfaces and 100+ features. Grounded priorities in operator research and workflow design; defined 18 roles and 150+ permissions, including PII controls. Median time to close fell 76% and median response time fell 41%.
- Built the Resolution Dashboard for recurring member incidents, reducing core remediation time approximately 70%; engineering-involved operational incidents fell 85% year over year.
- Expanded Member Groups, the company's operational segmentation system, beyond one group per member, enabling overlapping groups and group-based controls across gameplay, payments, fulfillment, and promotions.

### ADDITIONAL EXPERIENCE

#### **Professional Athlete** | NFL | 2021 - 2024

Entered the NFL as an undrafted free agent with the San Francisco 49ers; earned a 53-man roster spot and appeared in regular-season games with the New York Giants; later signed with the Kansas City Chiefs.

#### **Strategic Advisor** | Ohio Angel Collective / Rootnote | Dec 2023 - Present

Advise on product and roadmaps; helped Rootnote secure 5+ collegiate athletic department contracts.

#### **Consumer Science / UX Researcher** | The Ohio State University | Apr 2020 - Jul 2021

Led mixed-method consumer and usability research for a regional restaurant group and an edtech startup.

### EDUCATION

**The Ohio State University** | M.S., Consumer Sciences | B.S., Marketing, Fisher College of Business